# ASSIGNMENT-4

# SEO GSC

**Q1. Explain Core Web Vitals?**

Core Web Vitals are a set of specific performance metrics that Google uses to measure real-world user experience on a webpage.
They focus on loading, interactivity, and visual stability.

Google currently uses three Core Web Vitals:

1. LCP – Largest Contentful Paint

A, Measures loading speed
B,Time it takes for the main element (image/text block) to appear
C,Good Score: Less than 2.5 seconds

2, FID → Now Replaced by INP (Interaction to Next Paint)

A.Measures interactivity delay
B.Time between a user action (click/tap) and website response
C.Good INP Score: Less than 200 ms

3. CLS – Cumulative Layout Shift

A.Measures visual stability
B.Checks how much page layout shifts unexpectedly while loading
C.Good Score: Less than 0.1

Why Core Web Vitals Matter?

A.Improve user experience
B.Increase engagement
C.Boost Google rankings (part of ranking signals)
D.Reduce bounce rate
E.Better conversions and retention

**Q2. How to Improve Website Speed?**

Use the following techniques to significantly improve your site's speed:

1. Compress & Optimize Images
2.Use WebP format
3.Compress images using tools like TinyPNG
4.Resize images to proper dimensions
5.Use CDN (Content Delivery Network)
6.Distributes website files across multiple locations
7.Reduces server response time
8.Minify CSS, JavaScript, HTML
9.Remove unnecessary code
10.Combine small files
11.Use minification tools (e.g., Uglify, MinifyCSS)
12.Use Lightweight Themes & Plugins
13.Avoid heavy templates
14.Remove unnecessary plugins
15. Optimize Hosting Server
16. Lazy Load Images & Videos
17. Reduce Redirects

**Q3. What is GSC?**

GSC (Google Search Console) is a free tool by Google that helps website owners monitor, maintain, and troubleshoot their site's presence in Google Search results. It shows data like clicks, impressions, indexing issues, mobile usability, sitemap status, errors, and security issues.

**Q4. What is URL Inspection in GSC?**

The URL Inspection Tool allows you to check the indexing status of any URL on your website.

It shows:
1.Whether Google has indexed the URL or not
2.Crawled date
3.Mobile usability status
4.Canonical URL
5.Rich results / structured data
6.Live testing option
7.Request for indexing

**Q5. What is CTR?**

CTR (Click-Through Rate) is the percentage of users who saw your link (impressions) and clicked on it.

Formula: CTR = (Clicks ÷ Impressions) × 100

**Q6. Difference Between Clicks & Impressions**

| Clicks | Impressions |
| --- | --- |
| User actually clicks on your link | Your link appears in Google search results |
| Shows real user interaction | Shows visibility only |
| Counts only when clicked | Counts even if user doesn't scroll |

**Q7. Types of Backlinks?**

1.Do-Follow Backlinks
2.No-Follow Backlinks
3.Sponsored Backlinks
4.UGC (User Generated Content) Backlinks
5.Guest Post Backlinks
6.Profile Backlinks
7.Contextual Backlinks
8.Editorial Backlinks
9.Directory Backlinks
10.Social Bookmarking Backlinks

**Q8. Types of Schema?**

Schema markup helps search engines understand your content better. Common types include:

1.Article Schema
2.Organization Schema
3.Person Schema
4.Local Business Schema
5.FAQ Schema
6.How-To Schema
7.Product Schema
8.Review Schema
9.Breadcrumb Schema
10.Video Schema
11.Event Schema

**Q9. What is the Use of Removal Features in GSC?**

The Removals Tool in Google Search Console allows you to temporarily hide a URL from Google Search results.

It is used for:

A.Remove pages with wrong or sensitive information
B.Hide outdated or test pages
C.Remove duplicate URLs quickly
D.Block URLs until you fix or update them

Note: It is temporary (approx. 6 months). For permanent removal, you must block via robots.txt, delete the page, or add noindex tags.

**Q10. Write all the Strong On-Page SEO Points**

1.Content Optimization-

A.Use main keyword in Title, H1, URL, and first 100 words
B.Create unique, high-quality, long-form content
C.Use LSI keywords (related terms)

2.Technical Optimization-

A.SEO-friendly URL structure (short & descriptive)
B.Add internal links to relevant pages
C.Add external links to authority sites
D.Optimize images with ALT tags
E.Improve page speed
F.Ensure mobile-friendly design
G.Add schema markup
H.Fix broken links
I.Enable HTTPS

3.User Experience (UX)-

A.Good font size & readability
B.Clear headings (H2, H3, H4)
C.Table of contents
D.Reduce pop-ups
E.Proper spacing & clean design

4.Metadata

A. Attractive meta title
B. Engaging meta description
C. Use long tail keywords naturally

**Q11. What is Canonical Error?**

A canonical error occurs when a webpage has duplicate or similar versions, and Google cannot determine which one is the main (preferred) version due to:

A.Missing canonical tag
B.Wrong canonical link
C.Multiple pages pointing to each other incorrectly
D.Duplicate content without a canonical
E.Non-self-referencing canonical tag

This can cause:

A. SEO ranking issues
B. Indexing of the wrong page
C. Diluted page authority

**Q12. What is Canonical Tag?**

Use this tag in the <head> section to show the preferred URL:

<link rel="canonical" href="https://www.example.com/page/" />

**SUBMITTED TO - Shivam Kumar Rai**
**SUBMITTED BY - Manas Rautela**